

ORDER



WAVY

Orders
Order / Rev: 198552
Alt Order #:
Product Desc: 10/8-10/14 KAINE FOR SENATE
Estimate: 11517
Flight Dates: 10/08/12 - 10/14/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: REG

Primary AE: WAVY National House
Sales Office: N-HOU
Sales Region: Nat

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/M

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	65	\$21,500.00	\$18,275.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	65	\$21,500.00	\$18,275.00	0.00
Totals	65	\$21,500.00	\$18,275.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	10/08/12	10/14/12	WAVY News @ Sunrise	CM	5a-6a	11111--	:30	5	\$125.00	P4	0.00	NM	5	\$625.00
				WAVY News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5				\$125.00		0.00			
N 2	WAVY	10/08/12	10/14/12	WAVY 6AM News	CM	6a-7a	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
				WAVY 6AM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5				\$350.00		0.00			
N 3	WAVY	10/08/12	10/14/12	Today Show M-F	CM	7a-9a	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
				Today Show M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5				\$350.00		0.00			
N 4	WAVY	10/13/12	10/13/12	Today Show Sa	CM	8a-10a	-----S-	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				Today Show Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$250.00		0.00			
N 5	WAVY	10/14/12	10/14/12	Today Show Su	CM	8a-9a	-----S	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				Today Show Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$225.00		0.00			
N 6	WAVY	10/08/12	10/14/12	Today Show 2	CM	9a-10a	---1---	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				Today Show 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---1---		1				\$125.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WAVY	10/08/12	10/14/12	Today Show 3 Today Show 3	CM	10a-11a	1-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1			\$100.00			0.00			
N 8	WAVY	10/08/12	10/14/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	--1-1--	:30	2	\$75.00	P4	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--1-1--		2			\$75.00			0.00			
N 9	WAVY	10/08/12	10/14/12	Days of Our Lives Days of Our Lives	CM	1p-2p	-1-----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----		1			\$125.00			0.00			
N 10	WAVY	10/08/12	10/14/12	M-F 4-5p M-F 4-5p	CM	4p-5p	-1-1---	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-1---		2			\$125.00			0.00			
N 11	WAVY	10/08/12	10/14/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5			\$350.00			0.00			
N 12	WAVY	10/08/12	10/14/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5			\$350.00			0.00			
N 13	WAVY	10/08/12	10/14/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	11111--	:30	5	\$450.00	P3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5			\$450.00			0.00			
N 14	WAVY	10/13/12	10/13/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1			\$150.00			0.00			
N 15	WAVY	10/14/12	10/14/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1			\$150.00			0.00			
N 16	WAVY	10/08/12	10/14/12	M-F 7-730p M-F 7-730p	CM	7-730p	1-111--	:30	4	\$300.00	P3	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-111--		4			\$300.00			0.00			
N 17	WAVY	10/08/12	10/14/12	M-F 730-8p M-F 730-8p	CM	730-8p	-1-----	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----		1			\$300.00			0.00			
N 18	WAVY	10/08/12	10/08/12	Mon Prime Other 2 Monday 8-10p	CM	8-10p	1-----	:30	1	\$1,200.00	P4	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1			\$1,200.00			0.00			
N 19	WAVY	10/12/12	10/12/12	Fri Hour 3 Friday 10p-11p	CM	10p-11p	----1--	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	----1--		1			\$400.00			0.00			
N 20	WAVY	10/08/12	10/14/12	LN M-F M-F News 10 @11	CM	11p-1130p	22222--	:30	10	\$500.00	P3	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	22222--		10			\$500.00			0.00			
N 21	WAVY	10/08/12	10/14/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----2-	:30	2	\$500.00	P3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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N21	WAVY	10/08/12	10/14/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----2-	:30	2	\$500.00	P3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----2-		2			\$500.00			0.00			
N22	WAVY	10/08/12	10/14/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	-----1	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----1		1			\$500.00			0.00			
N23	WAVY	10/08/12	10/14/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	1111---	:30	4	\$125.00	P4	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	1111---		4			\$125.00			0.00			
													Totals	65	\$21,500.00